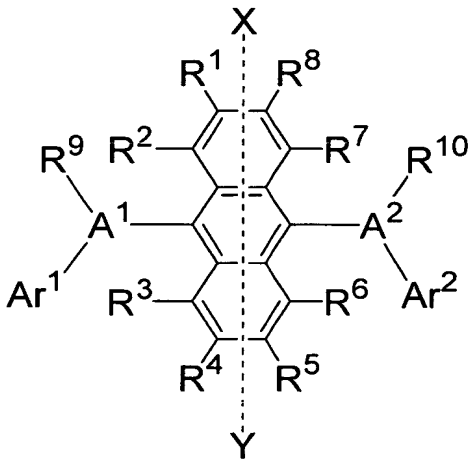
What we claim is:

1. A light emitting material for an organic electroluminescent device comprising an asymmetric anthracene derivative represented by the following general formula (1):



(1)

wherein, A^1 and A^2 each independently represents a substituted or unsubstituted aromatic hydrocarbon ring group having carbon atoms of 10 to 20 ring;

Ar^1 and Ar^2 each independently represents a hydrogen atom, a substituted or unsubstituted condensed aromatic hydrocarbon ring group having ring carbon atoms of 6 to 50;

R^1 to R^8 each independently represents a hydrogen atom, a substituted or unsubstituted aromatic hydrocarbon ring group having ring carbon atoms of 6 to 50, a substituted or unsubstituted aromatic hetero ring group having ring atoms of 5 to 50, a substituted or unsubstituted alkyl group having carbon atoms of 1 to 50, a substituted or unsubstituted cycloalkyl group having carbon atoms of 3 to 50, a substituted or unsubstituted alkoxy group having carbon atoms of 1 to 50, a substituted or unsubstituted aralkyl group having carbon atoms of 6 to 50, a substituted or unsubstituted aryloxy group having carbon atoms of 5 to 50, a substituted or unsubstituted arylthio group having carbon atoms of 5 to 50, a substituted or unsubstituted alkoxycarbonyl group having carbon atoms of 1 to 50, a substituted or unsubstituted silyl group, a carboxyl group, a halogen atom, a cyano group, a nitro group or a hydroxyl group;

R^9 to R^{10} each independently represents a hydrogen atom, a substituted or unsubstituted aromatic hydrocarbon ring group having ring carbon atoms of 6 to 50,

a substituted or unsubstituted alkyl group having carbon atoms of 1 to 50, a substituted or unsubstituted cycloalkyl group having carbon atoms of 3 to 50, a substituted or unsubstituted alkoxy group having carbon atoms of 1 to 50, a substituted or unsubstituted aralkyl group having carbon atoms of 6 to 50, a substituted or unsubstituted aryloxy group having carbon atoms of 5 to 50, a substituted or unsubstituted arylthio group having carbon atoms of 5 to 50, a substituted or unsubstituted alkoxycarbonyl group having carbon atoms of 1 to 50, a substituted or unsubstituted silyl group, a carboxyl group, a halogen atom, a cyano group, a nitro group or a hydroxyl group, and none of R^9 and R^{10} is alkenyl group; Ar^1, Ar^2, R^9 and R^{10} each may be a plural number , and two neighboring groups thereof may form a saturated or unsaturated ring structure; however, it is excluded a case where the groups at 9th and 10th positions of anthracene at the core in the general formula (1) are symmetrical at x-y axis of symmetry and bond each other.

2. The light emitting material for the organic electroluminescent device according to Claim 1, wherein, in the general formula (1), A^1 and A^2 each independently represents any one of 1-naphthyl group, 2-naphthyl group, 1-anthryl group, 2-anthryl group, 9-anthryl group, 1-phenanthryl group, 2-phenanthryl group, 3-phenanthryl group, 4-phenanthryl group, 9-phenanthryl group, 1-naphthacenyl group, 2-naphthacenyl group, 9-naphthacenyl group, 1-pyrenyl group, 2-pyrenyl group, 4-pyrenyl group, 3-methyl-2-naphthyl group, 4-methyl-1-naphthyl group and 4-methyl-1-anthryl group.

3. The light emitting material for the organic electroluminescent device according to Claim 1, wherein, in the general formula (1), A^1 and A^2 each independently represents 1-naphthyl group, 2-naphthyl group or 9-phenanthryl group.

4. The light emitting material for the organic electroluminescent device according to Claim 2, wherein, in the general formula (1), Ar^1 and Ar^2 each independently represents any one of a hydrogen atom, phenyl group, 1-naphthyl group, 2-naphthyl group, 1-anthryl group, 2-anthryl group, 9-anthryl group, 1-phenanthryl group, 2-phenanthryl group, 3-phenanthryl group, 4-phenanthryl group, 9-phenanthryl group, 1-naphthacenyl group, 2-naphthacenyl group, 9-naphthacenyl group, 1-pyrenyl group, 2-pyrenyl group, 4-pyrenyl group, 2-biphenylyl group, 3-biphenylyl group, 4-biphenylyl group, p-terphenyl-4-yl group, p-terphenyl-3-yl group, p-terphenyl-2-yl group, m-terphenyl-4-yl group, m-terphenyl-3-yl group,

m-terphenyl-2-yl group, o-tolyl group, m-tolyl group, p-tolyl group, p-t-butylphenyl group, p-(2-phenylpropyl) phenyl group, 3-methyl-2-naphthyl group, 4-methyl-1-naphthyl group, 4-methyl-1-anthryl group, 4'-methylbiphenylyl group and 4"-t- butyl-p-terphenyl-4-yl group.

5. The light emitting material for the organic electroluminescent device according to Claim 3, wherein, in the general formula (1), Ar^1 and Ar^2 each independently represents any one of a hydrogen atom, 1-naphtyl group, 2-naphtyl group and 9-phenanthryl group.

6. The light emitting material for the organic electroluminescent device according to Claim 1, wherein, the asymmetric anthracene derivative comprises a naphtalene-1-yl group having a substituent at 4th position thereof and/or a substituted or unsubstituted condensed aromatic hydrocarbon ring group having ring carbon atoms of 12 to 20.

7. An organic electroluminescent device comprising at least one organic thin film layer, which contains at least a light emitting layer, which interposed between a pair of electrode consisting of an anode and a cathode, wherein a light emitting zone comprises the light emitting material for the organic electroluminescent device according to Claim 1 singly or as a component of a mixture thereof.

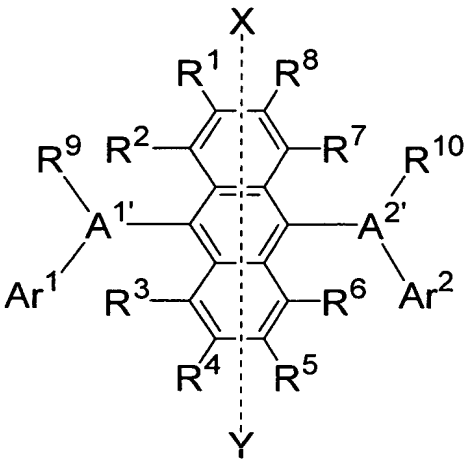
8. The organic electroluminescent device according to Claim 7, wherein, the light emitting layer contains the light emitting material for the organic electroluminescent device singly or as a component of a mixture thereof.

9. The organic electroluminescent device according to Claim 7, wherein, the organic thin film layer contains the light emitting material for the organic electroluminescent device.

10. The organic electroluminescent device according to any one of Claims 7 to 9, wherein, the light emitting layer contains additionally an arylamine compound.

11. The organic electroluminescent device according to any one of Claims 7 to 9, wherein, the light emitting layer contains additionally a styrylamine compound.

12. A material for an organic electroluminescence device comprises an asymmetric anthracene derivative represented by the following general formula (1'):



(1')

wherein, $A^{1'}$ and $A^{2'}$ each independently represents a substituted or unsubstituted condensed aromatic hydrocarbon ring group having ring carbon atoms of 10 to 20, and at least one of $A^{1'}$ and $A^{2'}$ represents a naphtalene-1-yl group having a substituent at 4th position thereof or a substituted or unsubstituted condensed aromatic hydrocarbon ring group having ring carbon atoms of 12 to 20;

Ar^1 and Ar^2 each independently a hydrogen atom, or a substituted or unsubstituted aromatic hydrocarbon ring having ring carbon atoms of 6 to 50;

R^1 to R^8 each independently represents a hydrogen atom, a substituted or unsubstituted aromatic hydrocarbon ring group having ring carbon atoms of 6 to 50, a substituted or unsubstituted aromatic hetero ring group having ring atoms of 5 to 50, a substituted or unsubstituted alkyl group having carbon atoms of 1 to 50, a substituted or unsubstituted cycloalkyl group having carbon atoms of 3 to 50, a substituted or unsubstituted alkoxy group having carbon atoms of 1 to 50, a substituted or unsubstituted aralkyl group having carbon atoms of 6 to 50, a substituted or unsubstituted aryloxy group having carbon atoms of 5 to 50, a substituted or unsubstituted arylthio group having carbon atoms of 5 to 50, a substituted or unsubstituted alkoxycarbonyl group having carbon atoms of 1 to 50, a substituted or unsubstituted silyl group, a carboxyl group, a halogen atom, a cyano group, a nitro group or a hydroxyl group;

R^9 to R^{10} each independently represents a hydrogen atom, a substituted or

unsubstituted aromatic hydrocarbon ring group having ring carbon atoms of 6 to 50, a substituted or unsubstituted alkyl group having carbon atoms of 1 to 50, a substituted or unsubstituted cycloalkyl group having carbon atoms of 3 to 50, a substituted or unsubstituted alkoxy group having carbon atoms of 1 to 50, a substituted or unsubstituted aralkyl group having carbon atoms of 6 to 50, a substituted or unsubstituted aryloxy group having carbon atoms of 5 to 50, a substituted or unsubstituted arylthio group having carbon atoms of 5 to 50, a substituted or unsubstituted alkoxycarbonyl group having carbon atoms of 1 to 50, a substituted or unsubstituted silyl group,a carboxyl group, a halogen atom, a cyano group, a nitro group or a hydroxyl group, and none of R^9 and R^{10} is alkenyl group; Ar^1, Ar^2, R^9 and R^{10} each may be a plural number , and two neighboring groups thereof may form a saturated or unsaturated ring structure; however, it is excluded a case where the groups at 9th and 10th positions of anthracene at the core in the general formula (1') are symmetrical at x-y axis of symmetry and bond each other.